

Special Note: The following is a summary of the Minutes taken from the Business Development Advisory Council meeting held on October 8, 2014, and does not necessarily provide a detailed verbatim transcription of the Minutes.

MINUTES

BUSINESS DEVELOPMENT ADVISORY COUNCIL WEDNESDAY, OCTOBER 8, 2014 9:00 A.M.

**CLARK COUNTY GOVERNMENT CENTER
500 S. GRAND CENTRAL PKWY
4TH FLOOR, GOLD ROOM
LAS VEGAS, NEVADA 89155**

Members Present:

Dianne Fontes, Chair (Attended via telephone)
Jane Lee, Jadon Foods, Vice-Chair
Ernest Fountain, Black Business Council (Represented by Vershawn Gladin)
Jill Rowland-Lagan, Boulder City Chamber of Commerce
Marla Turner, The Blue Nevadan

Members Absent:

Charles Ware, Innovative Health Solutions
Leonard Hamilton, M.B.D.A. Business Center (Unexcused Absence)
Miranda Richardson, IA3 (Excused Absence)

Clark County Staff

Adleen Stidhum, Clark County Purchasing and Contracts
Diana Escobar, Clark County Purchasing and Contracts

Legal Counsel:

Catherine Jorgenson, Clark County District Attorney's Office

Guests:

Christy Echols, Paragon Diversity Group/NAWBO
Ruth Hedges, Crowdfunding

I. CALL TO ORDER

Dianne Fontes called the meeting to order on Wednesday, October 8, 2014.

II. OPENING CEREMONIES

Silent invocation was conducted followed by the Pledge of Allegiance.

III. CERTIFICATION OF COMPLIANCE WITH THE NEVADA OPEN MEETING LAW

It was announced that the meeting was being held in compliance with the Nevada Open Meeting Law. The meeting was properly posted at the appropriate locations as listed at the bottom of the agenda.

IV. PUBLIC COMMENTS:

There were no public comments.

V. INTRODUCTION:

The members and guest introduced themselves.

VI. NEW BUSINESS:

A. Approval of the August 13, 2014, Minutes

The minutes were unanimously approved.

VII. OLD BUSINESS:

A. Receive a report from the following Subcommittees:

- **Legislature** – **Marla Turner** reported that the interim committees concluded in August and the BDRs are updated on Friday and are available to view on the Legislature's website. **Marla** stated that the Legislature orientation is in January and the leadership on the Senate and Assembly will meet in November. She said that the Legislative Session begins on February 2, 2015.
- **Marketing and Public Relations** – **Marla** reported that the Marketing and Public Relations subcommittee met twice and reviewed all the information about the content of the inaugural newsletter. **Marla** stated that she attended the Committed to our Business Community event on September 25, 2014, where BDAC hosted a table and distributed the flyer announcing the newsletter letter and telling attendees about BDAC and RBDAC. **Marla** distributed a proposed draft of the newsletter. She gave a brief overview of the information the newsletter will contain. The template will be the same as the one the Commissioners use for their letters. **Marla** mentioned that Tanya Flanagan, the webmaster for Clark County, will post the information on the template and then the Council will be able to forward the newsletter to their contacts. They will have a link that takes them the County's page. **Marla** asked **Catherine** if the Council should approve the content of the newsletter to place on the template before it gets posted on the website.

Catherine suggested that the Council does not approve the content but rather bring it back for final approval and have it on the agenda for possible action for the next meeting.

Jane was to provide the updated information on the Chair and Vice Chair of RBDAC.

Marla acknowledged **Miranda** for putting together the layout and content of the newsletter. Once the content is placed on the template, **Marla** asked **Adleen** if they can work with Tanya to provide a visual to the Council at the next meeting for final approval.

- **Advocacy** – The Advocacy report was not available.
- **Speaker Bureau** – **Jane** introduced **Ruth Hedges**, who worked with the Federal government and State government in crafting Legislation to provide the parameters for crowdfunding.

Ruth Hedges has been working for more than five (5) years helping small business owners and startups to access capital. A group of individuals created the Crowdfunding Bill, Title 3 in the Jobs Act that was signed by the president on April 5, 2012. **Ruth** announced that on October 23-25, 2014, they are having the largest crowdfunding convention in the world at the Westin in Lake Las Vegas. She invited the members of BDAC to attend the convention to understand how crowdfunding works. **Ruth** said that there is an opportunity to capitalize on crowdfunding and help companies get the capital they need to create more jobs. **Ruth** said that there are many ways to incorporate crowdfunding such as reward base crowdfunding, non-profit crowdfunding, and security crowdfunding. She gave examples of individuals benefiting from crowdfunding. She explained that when someone crowd funds, they have to run a campaign for 30 to 60 days and before launching they need a crowd of money flowing in. Also, the individual using crowdfunding needs to have a video explaining their product and they have to have 4 or more people working on the campaign because that will increase their chances of raising all the money and they have to be available if people have questions.

B. Review Previous Purchasing Statistics

The Purchasing statistics were emailed to the members to give them an opportunity to review prior to the meeting.

Marla asked if there is a way to know that the County Commissioners are reading the purchasing statistics report and if there are any responses from them.

Although she is not aware that the Commissioners are reading the reports, **Adleen** stated that the County Manager also receives the reports and reviews them. **Adleen** suggested that the Council visits the County Manager's page on the County's website and under performance measures they can view all the departments that have their measures month to month. There is a Performance Measures Committee where managers talk about their performance and reporting mechanism and what they are doing with the businesses especially in the categories of 50,000 thousand dollars or more. **Adleen** mentioned that

BDAC is tasked to present an annual report to the County Commissioners on their accomplishments.

Marla stated the annual report may be a great opportunity for BDAC and RBDAC members to ask for an agenda item on the Board of County Commissioners meeting to be able to present to the Commissioners and allow for questions. **Dianne** said that this is something the Council has done before and asked **Adleen** if she can assist the Council in getting an agenda item to provide a comprehensive report.

Jane asked **Adleen** if the Emerging Small Business (ESB) list has been helpful for Purchasing. **Adleen** stated that they are identifying the ESBs and it is reflected in the purchasing statistics for July. She mentioned that she sends a letter congratulating the companies that become certified and invites them to go to the supplier registration database and change their designation to ESB. **Adleen** mentioned that this is how they have been able to track the businesses that become ESBs.

VIII. PUBLIC COMMENTS

Adleen announced that the Purchasing and Contracts Division is preparing for the annual Meet Your Customer Day scheduled on January 14, 2015, from 9:00 a.m. to 12 noon. It will be held at the Clark County Government Center Rotunda. She said that this is an opportunity for business owners that want to do business with Clark County to network with the various Clark County Departments and non-profit agencies like SCORE, SBA and other resource agencies. **Adleen** mentioned that she has reached out to the rural organizations and chambers of commerce to participate in the event and help businesses located in the rural area of Clark County.

Adleen stated that the BDAC application is on the County's website. The cutoff date is October 31, 2014. **Adleen** said this will give her 30 days to cycle through the applications and submit to the County Manager to prepare for the second meeting in December to take to the Board of County Commissioners for final recommendation of the new members of the Council.

Dianne encouraged the members to get their application submitted because it's meaningful to have individuals with previous experience. **Dianne** announced that she will not be reapplying to serve on BDAC as other opportunities have opened for her.

Jill commended **Jane** for the fabulous job she did presenting at the Governor's Small Business Conference.

IX. NEXT MEETING: Wednesday, December 10, 2014, 9:00 a.m., 4th Floor, Gold Room, Clark County Government Center, 500 S. Grand Central Parkway., Las Vegas, NV 89155.

X. ADJOURMENT

The meeting was adjourned on October 8, 2014, at 10:10 a.m.

Date Posted: 9/30/2014